

**A RESOLUTION  
BY TRANSPORTATION COMMITTEE**

**A RESOLUTION AUTHORIZING THE MAYOR TO EXECUTE RENEWAL AGREEMENT NO. 2 WITH AIRPORT INTERVIEWING AND RESEARCH, INC., FOR FC-6005007943, PASSENGER TERMINAL SURVEY CONSULTANT, IN AN AMOUNT NOT TO EXCEED \$390,000; ALL CONTRACTED WORK SHALL BE CHARGED TO AND PAID TO FUND ACCOUNT AND CENTER NUMBER 5501 (AIRPORT REVENUE FUND) 5212001 (CONSULTANTS PROFESSIONAL SERVICES) 180405 (MARKETING AND BUSINESS DEVELOPMENT).**

**WHEREAS**, the City of Atlanta ("City") entered into an Agreement; FC-6005007943("Contract"), Passenger Terminal Survey Consultant with Airport Interviewing and Research, Inc., and

**WHEREAS**, the Contractor has performed contracted services satisfactorily; and

**WHEREAS**, the term of the original agreement was from July 6, 2006, and will expire on July 5, 2007; and the City exercised its first option to renew, which was approved pursuant to Resolution 07-R-0963, and adopted by the City Council of the City on June 18, 2007 and by the Mayor on June 27, 2007.

**WHEREAS**, the Aviation General Manager has recommended the execution of Renewal Agreement No. 2 for an additional two (2) year period for FC-6005007943, Passenger Terminal Survey Consultant, to be executed with Airport Interviewing and Research, Inc.; and

**THE CITY COUNCIL OF THE CITY OF ATLANTA, GEORGIA, HEREBY RESOLVES**, that the Mayor is hereby authorized to enter into Renewal Agreement No. 2 for FC-6005007943, Passenger Terminal Survey Consultant with Airport Interviewing and Research, Inc. for an additional two (2) year period on behalf of the Department of Aviation in an amount not to exceed \$390,000.00.

**BE IT FURTHER RESOLVED**, the term of Renewal Agreement No. 2 is for an additional two (2) year period, beginning July 6, 2009 and ending July 5, 2011 – at a total cost not to exceed \$390,000 – half of which, (\$195,000), is to be expended in FY10 with the other half – (\$195, 000) to be expended in FY2011.

**BE IT FURTHER RESOLVED**, that all services for the contracted work shall be charged to and paid from Fund Account and Center Number 5501 (Airport Revenue Fund) 5212001 (Consultants Professional Services) 180405 (Marketing and Business Development).

**BE IT FURTHER RESOLVED**, that the City Attorney hereby directed to prepare an appropriate Renewal Agreement No. 2.

**BE IT FINALLY RESOLVED**, that the Renewal Agreement No. 2 will not become binding on the City and the City will incur no obligation or liability under it until the Agreement has been executed by the Mayor, attested to by the Municipal Clerk, approved as to form by the City Attorney and delivered to the contracting party.

**Part II: Legislative White Paper:** (This portion of the Legislative Request Form will be shared with City Council members and staff)

**A. To be completed by Legislative Counsel:**

**Committee of Purview:**

**Caption:**

**Council Meeting Date:**

**Requesting Dept.:**

**FAC Confirmed by:**

**B. To be completed by the department:**

**1. Please provide a summary of the purpose of this legislation (Justification Statement).**

This legislation pertains to the second renewal agreement between the City of Atlanta and Airport Interviewing and Research, Inc. (A.I.R). FC-6005007943 – Passenger Terminal Survey Consultant, to assist the Department of Aviation in detailing passengers' opinions, viewpoints and attitudes and the overall passenger service at the Airport terminal, including restaurants, terminal area, cleanliness and accessibility of public restrooms, feeling of safety throughout the airport, friendliness of airport and airline personnel, and other related airport characteristics.

**2. Please provide background information regarding this legislation.**

Three times annually, Airport Interviewing and Research, Inc. (A.I.R.) conducts a passenger satisfaction survey within the terminal at Hartsfield-Jackson Atlanta International Airport. During each of three, two-week survey periods, approximately 2500 passengers – or 7500 annually, are randomly selected to participate in the 33-question, self-administered survey. Passengers are invited to rate numerous facility and service related elements in the airport. They are also invited to provide written comments regarding their general experience and views. A.I.R. compiles, codes and analyses the data. A report of findings and trends is produced by A.I.R. at the end of each survey.

Survey findings and the related metrics serve as the basis of the airport's wildly important goals (WIGS) for customer service. One of the DOA's recurring and primary strategic objectives is to deliver "best-in-class" customer service as measured by the results of the A.I.R. customer satisfaction survey program. "Best-in-class" service levels have been defined by A.I.R as those reaching a score of 70 or above. Please refer to the attached summary of findings for information on recent ranking and performance.

The survey findings also serve as a basis for business unit managers to device customer service improvement action plans. In those areas where the data indicates the customer satisfaction levels have

stagnated or slipped over time, the Aviation General Manager mandates that specific initiatives be developed to correct and enhance service levels. The regular frequency of the survey allows airport leadership to quickly evaluate the effectiveness of corrective programs and initiatives.

**3. If Applicable/Known:**

(a) Contract Type (e.g. Professional Services, Construction Agreement, etc): X

(b) Source Selection:

(c) Bids/Proposals Due:

(d) Invitations Issued:

(e) Number of Bids:

(f) Proposals Received:

(g) Bidders/Proponents:

(h) Term of Contract: Two-Years

4. Fund Account Center (Airport Revenue Fund): 5501 Account: 5212001 (Consultants Professional Service) Center: 180405 (Marketing & Business Development)

5. Source of Funds: *Example:* Airport Revenue Fund

6. Fiscal Impact: *This legislation will result in a reduction in the amount of \$390,000 to 5501-5212001-180405*

7. Method of Cost Recovery: NA

This Legislative Request Form Was Prepared By: Jeff Pearse – 404-558-1735

Shirley Franklin  
Mayor

Benjamin R. DeCosta  
Aviation General Manager

Date: May 1, 2009

TO: Mr. Adam L. Smith  
Chief Procurement Officer

From: Benjamin R. DeCosta  
Aviation General Manager



2009.05.01 16:12:08 -04'00'

**SUBJECT: Contract FC-6005007943 – Passenger Terminal Survey at H-JAIA  
Recommendation for Contract Renewal**

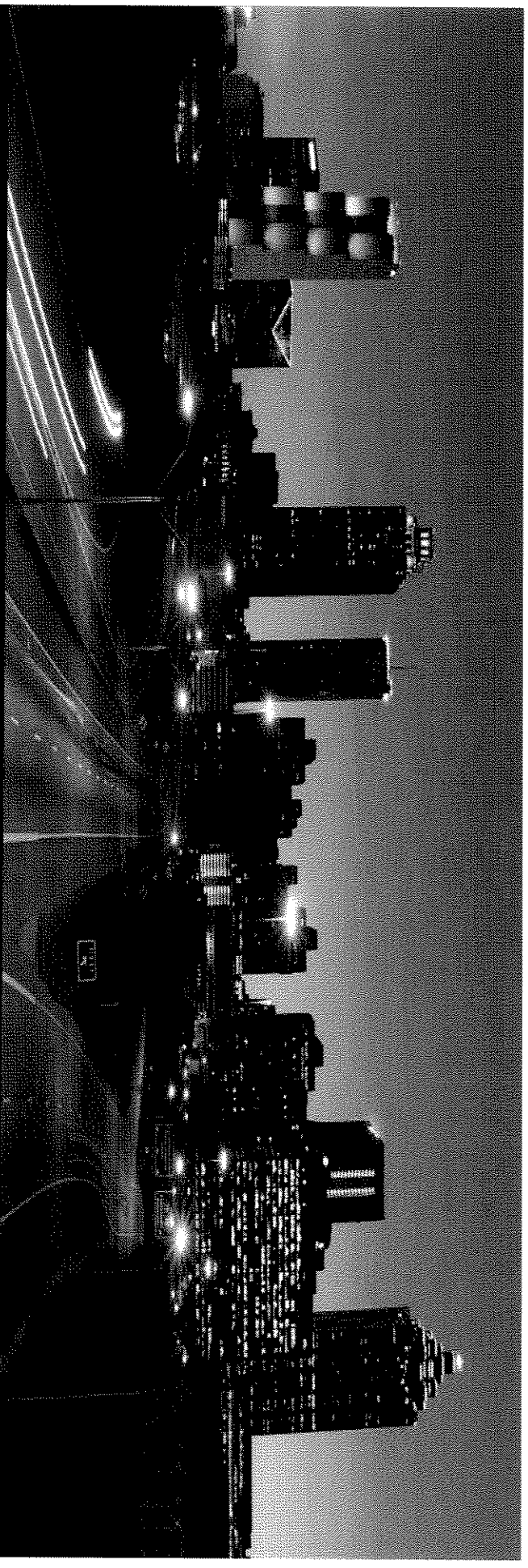
As you are aware, the City of Atlanta entered into Contract FC-6005007943; Passenger Terminal Survey at H-JAIA with Airport Interviewing and Research, Inc. as of July 6, 2006.

The term of the Contract was for one (1) year with the right to renew for two (2) consecutive (2) year periods at the sole discretion of the City. The first renewal expiration date is July 5, 2009. We will be exercising the second renewal option.

The Aviation General Manager has reviewed Airport Interviewing and Research performance under the Contract and is recommending to the City's Department of Procurement that the Contract be renewed for two years in accordance with the terms and conditions of the Contract.

If additional information is required, please contact Diane Akinsipe, Contracting Officer at 404-209-2922.





# CUSTOMER SATISFACTION SURVEY

## CONDUCTED BY:

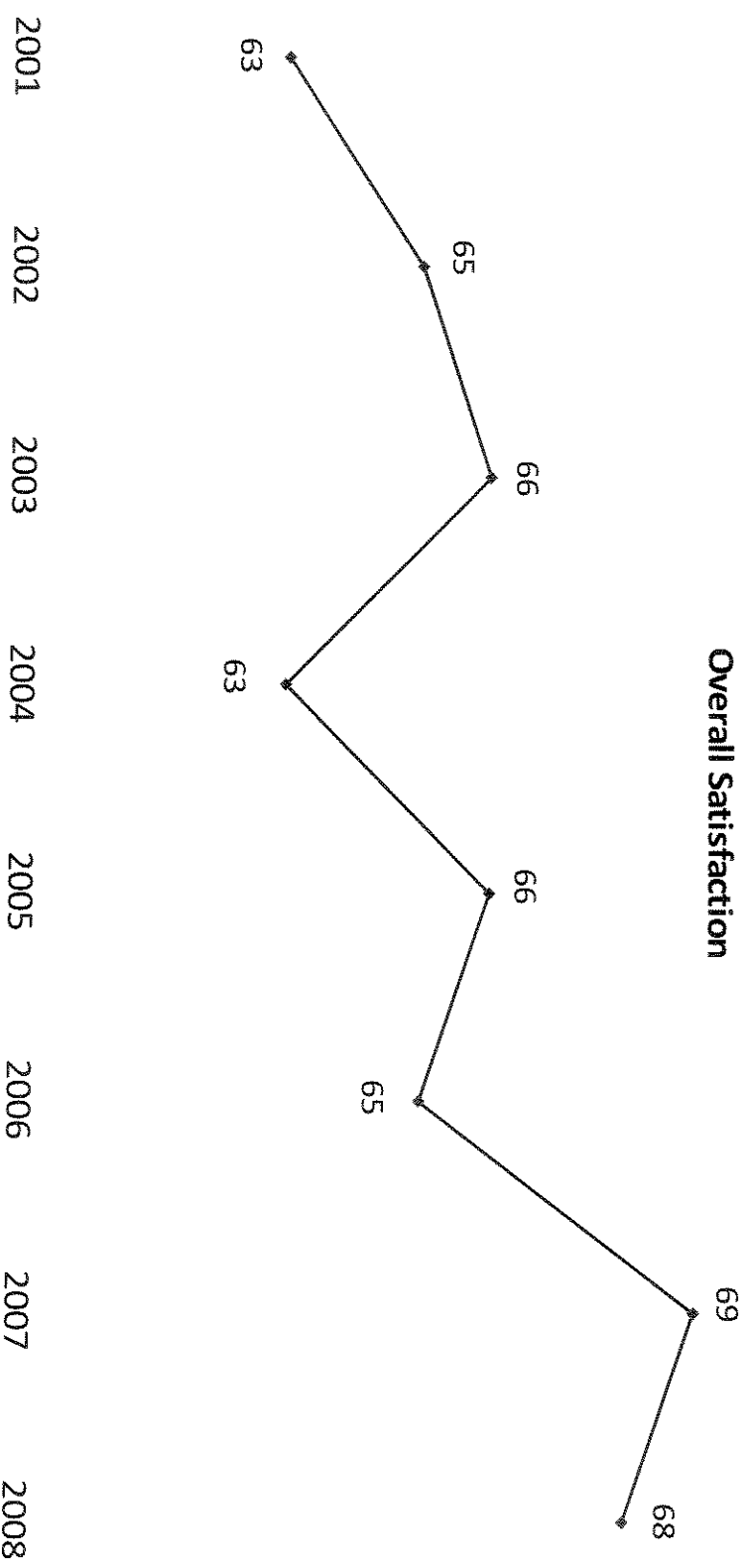
Airport Interviewing and Research, Inc.  
500 Manaroneck Avenue - Harrison, NY 10528  
(914) 428-3805



# INTRODUCTION AND METHODOLOGY

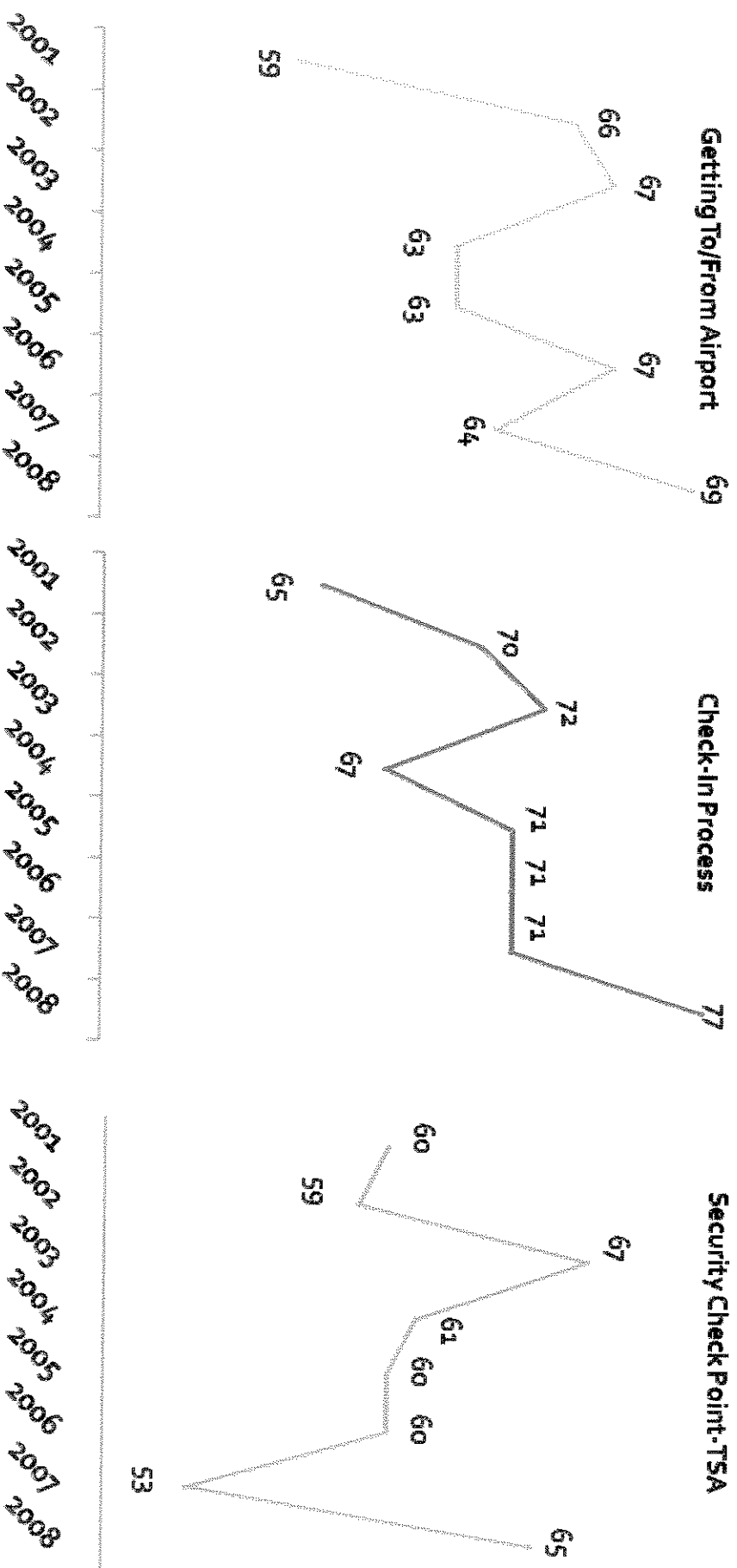
- ✚ On average, over 2,000 passengers participate in each survey effort. We currently do three surveys a year.
- ✚ A seven point rating scale is used to determine levels of satisfaction with 1 & 2 being 'Very Dissatisfied' and 6 & 7 being 'Very Satisfied'. Average or neutral ratings being 3, 4, & 5.
- ✚ Based on how the questions are scored, the 6 & 7 'Very Satisfied' scores are reported.
- ✚ A "50" Satisfaction Rating is a just passing level; "60-69" represents a 'good' to 'very good' rating. The target for 'best airport' status is "70" or above. A rating below "45" is 'failing.'
- ✚ The survey covers the following areas: ground transportation and parking, TSA security services, facilities management, airline responsibilities, Customs and Border Protection Services, concessions management, demographics and travel behavior.

# SUCCESS OVER TIME



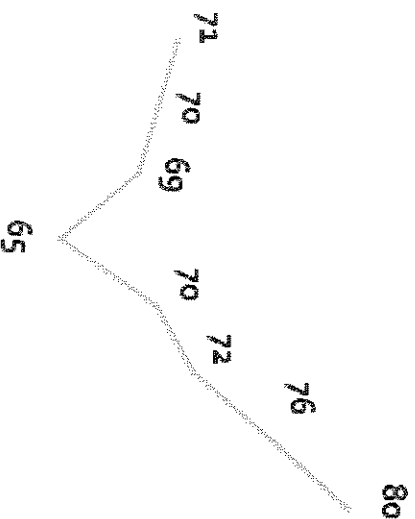


# SUCCESS OVER TIME

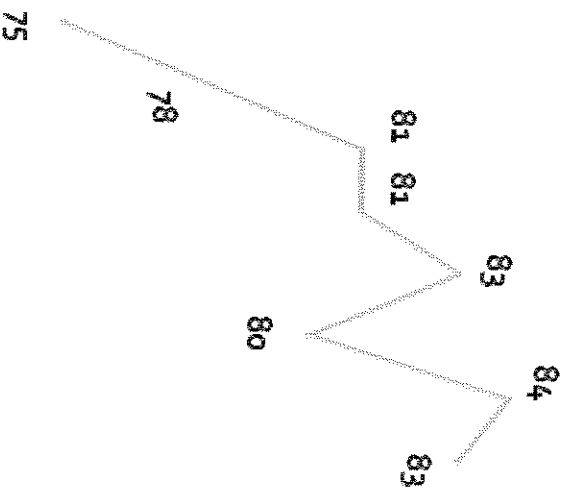


# SUCCESS OVER TIME

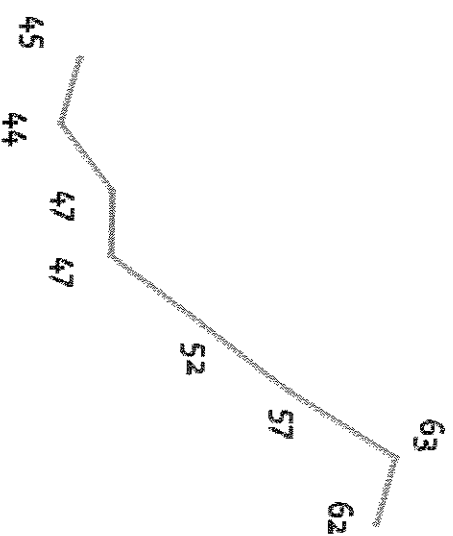
Terminal Facilities



In-Terminal Train

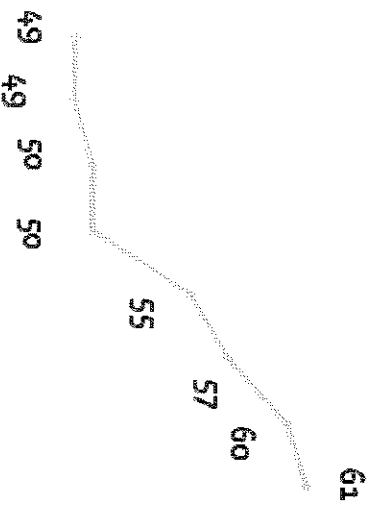


Food & Beverage

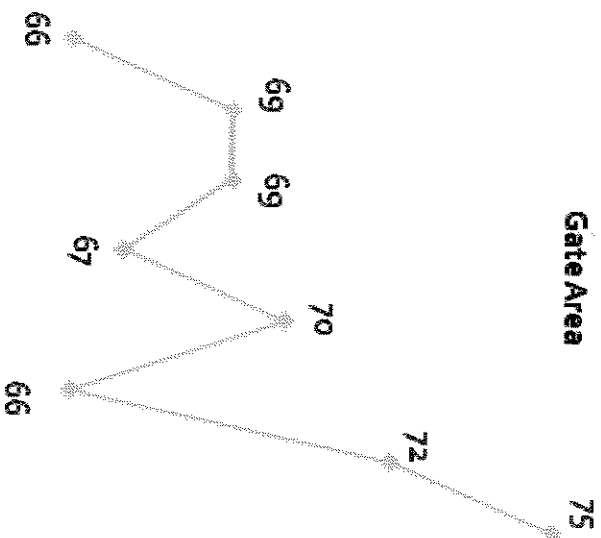


# SUCCESS OVER TIME

Retail Services



Gate Area



Parking



2001  
2002  
2003  
2004  
2005  
2006  
2007  
2008

2001  
2002  
2003  
2004  
2005  
2006  
2007  
2008

2006  
2007  
2008

# CONCESSIONS MANAGEMENT

## Food & Beverage

- ✚ The overall score of +65 reflects a 1% gain.
- ✚ In comparison to Food & Beverage concessions at other airports, ratings were equal.
- ✚ Factors attaining lowest scores were:
  - ✚ Variety of Vendors(+59)
  - ✚ Quality of Items (+52)
  - ✚ Variety of Menu Items (+56)

# CONCESSIONS MANAGEMENT

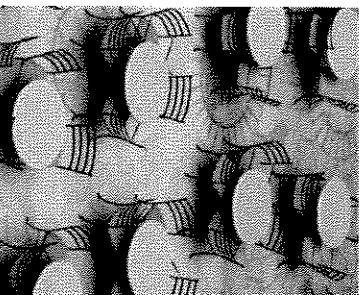
## Retail Services

- ⚡ An increase(+1%) was registered (+62 vs. +61)
- ⚡ All factors showed a slight increase.
- ⚡ Factors attaining low scores were:
  - ⚡ Variety of Stores (+55)
  - ⚡ Convenient Locations (+58)
  - ⚡ Variety of Merchandise (+53)
- ⚡ In comparison to Retail Programs at other airports, the score decreased by +1 point.

## Price/Value

- ⚡ Price satisfaction for F&B is at a low 30%. For retail, levels were at a declining 22%.

# FOOD & BEVERAGE: FACILITIES



%

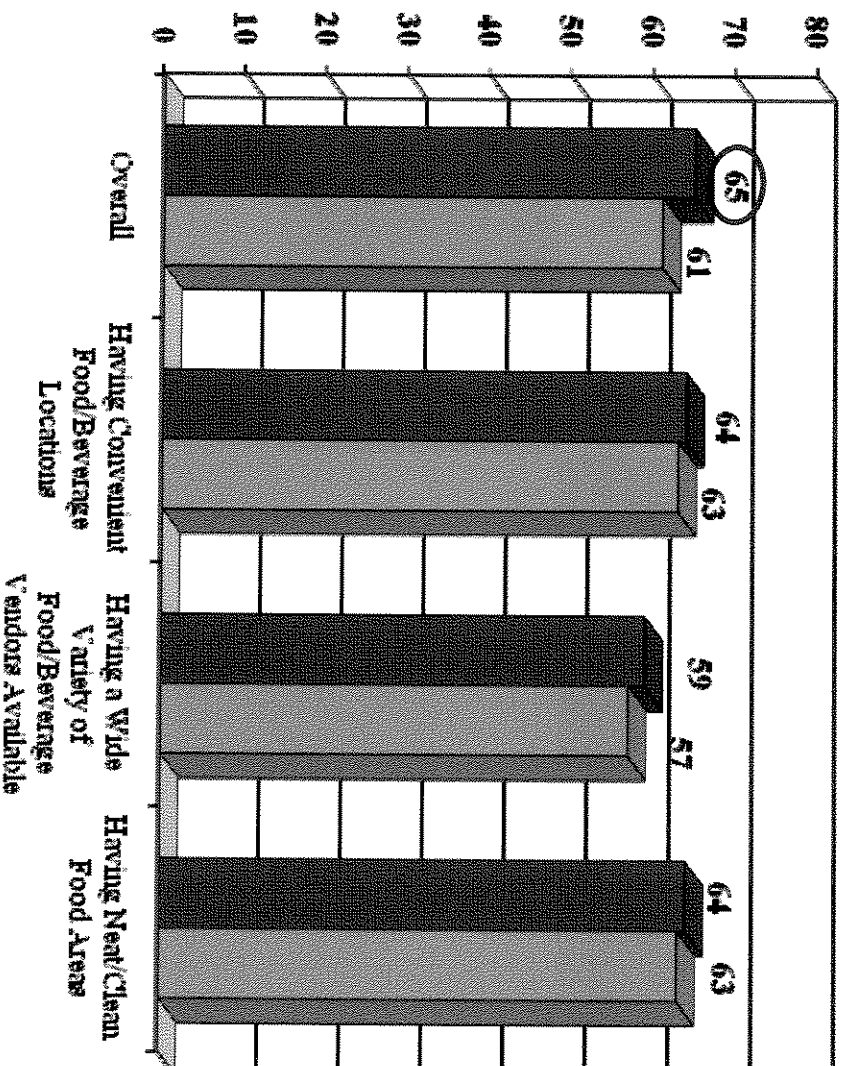
- 'Large variety of food/retail stores.'

- 'Food is expensive.'

- 'Bad variety of food.'

- 'No healthy choices.'

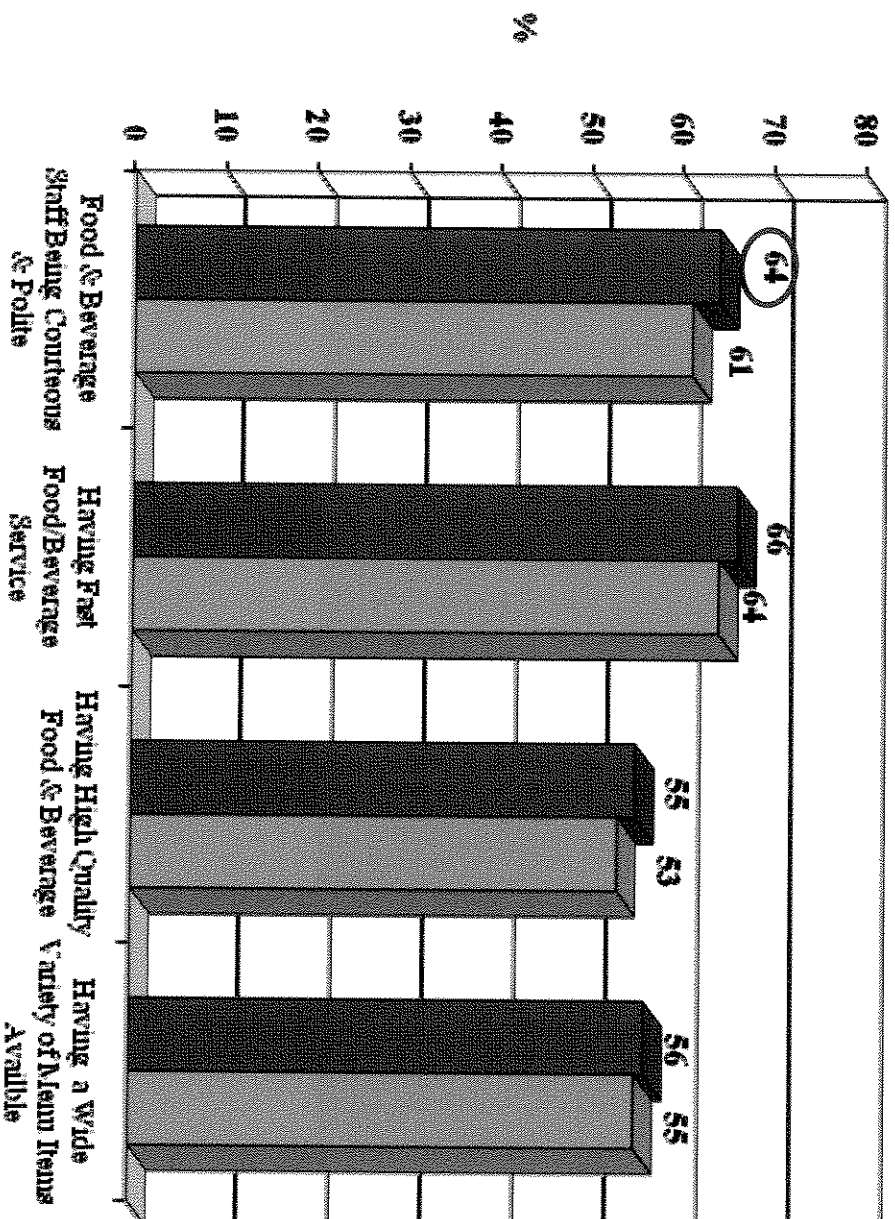
- 'There aren't many options.'



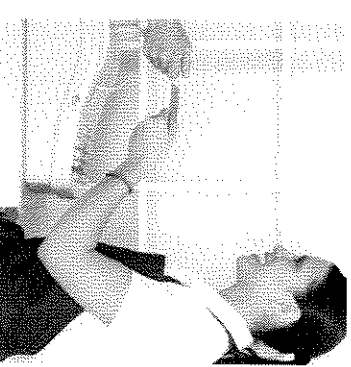
■ Aug. 08

■ Jan-May: YTD

# FOOD & BEVERAGE: SERVICES



■ Aug. 08 ■ Jan-May: YTD



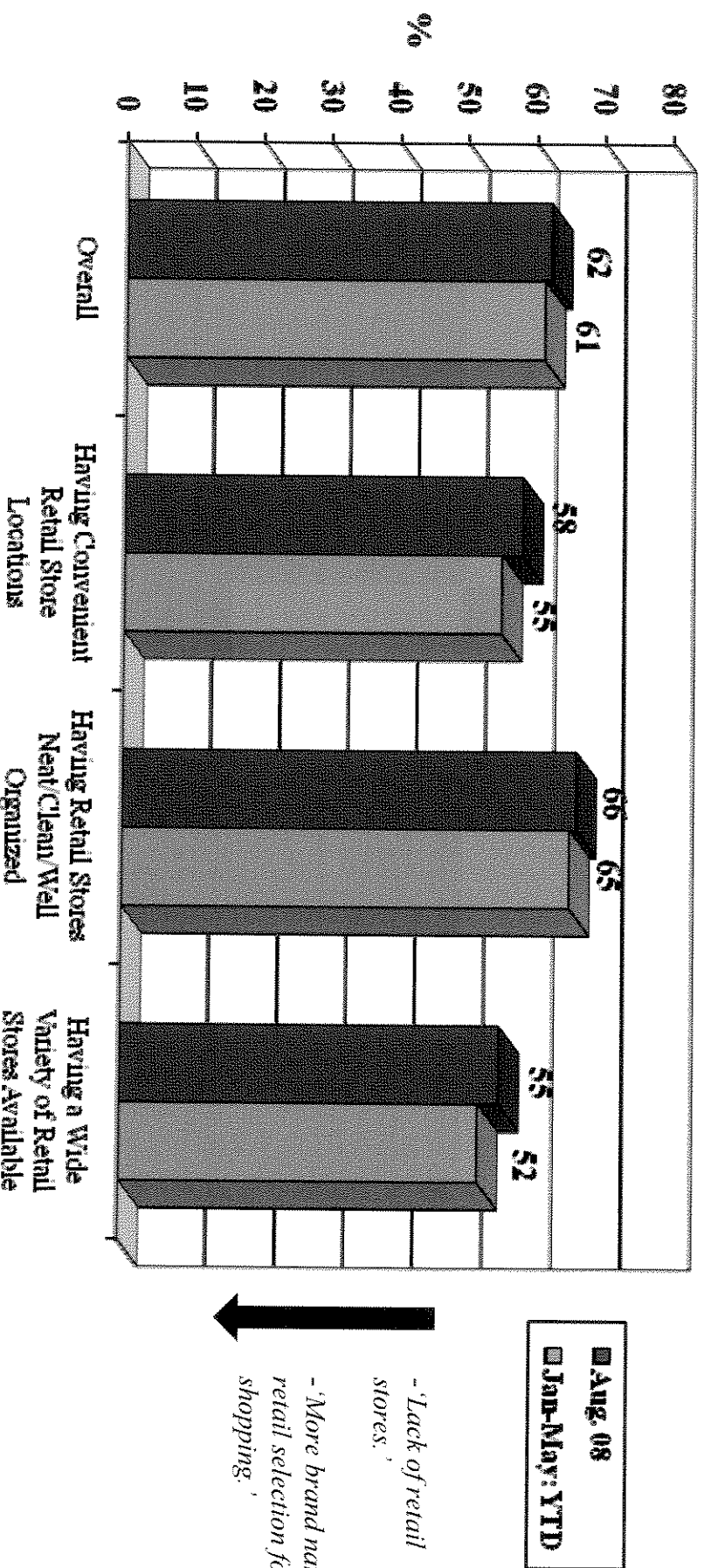
- 'Kind, willing [to help] staff.'

- 'The Personnel & Servers were rude.'

- 'Staff was rude.'

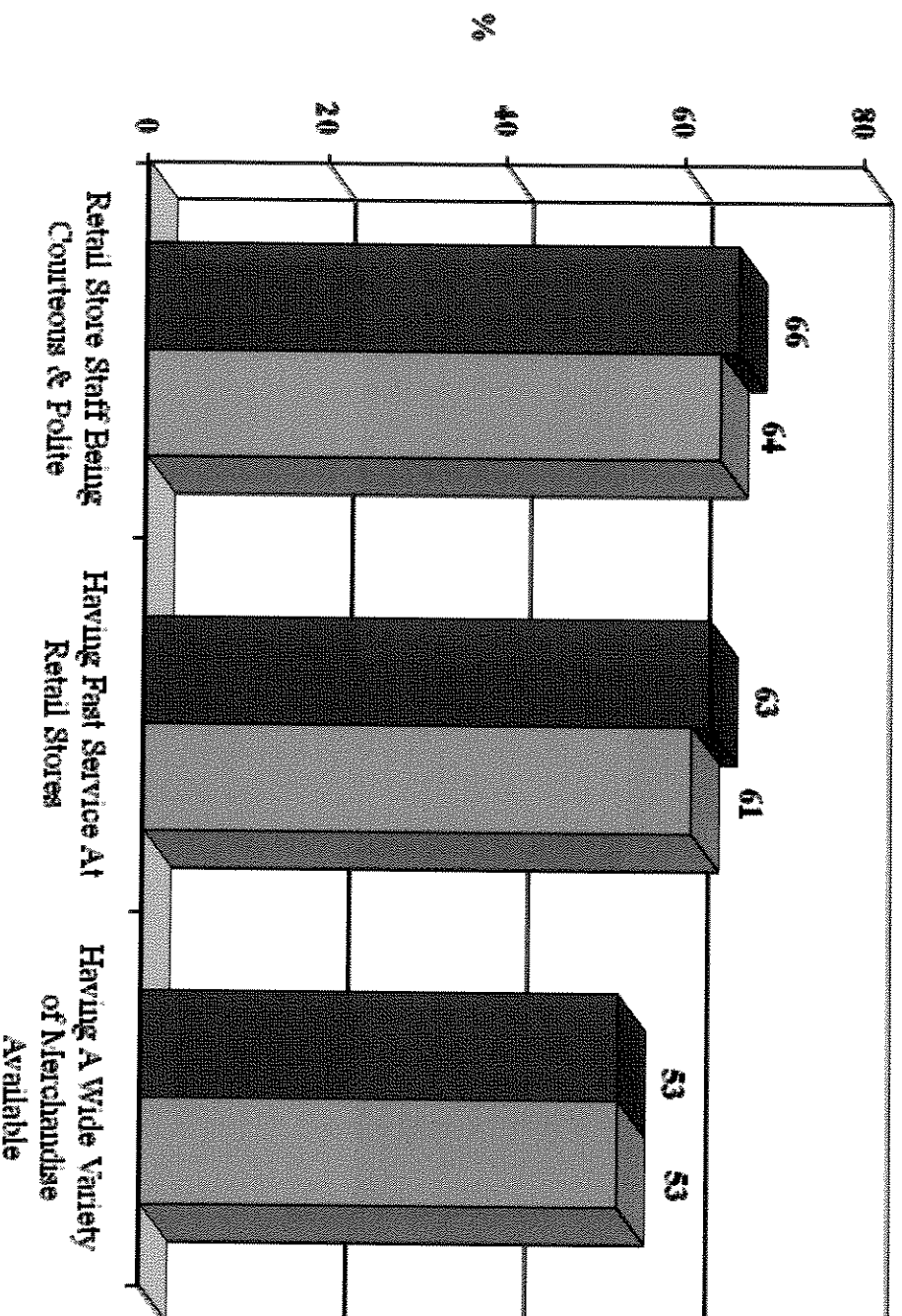
- 'I would like more variety of foods.'

# RETAIL SERVICES: FACILITIES





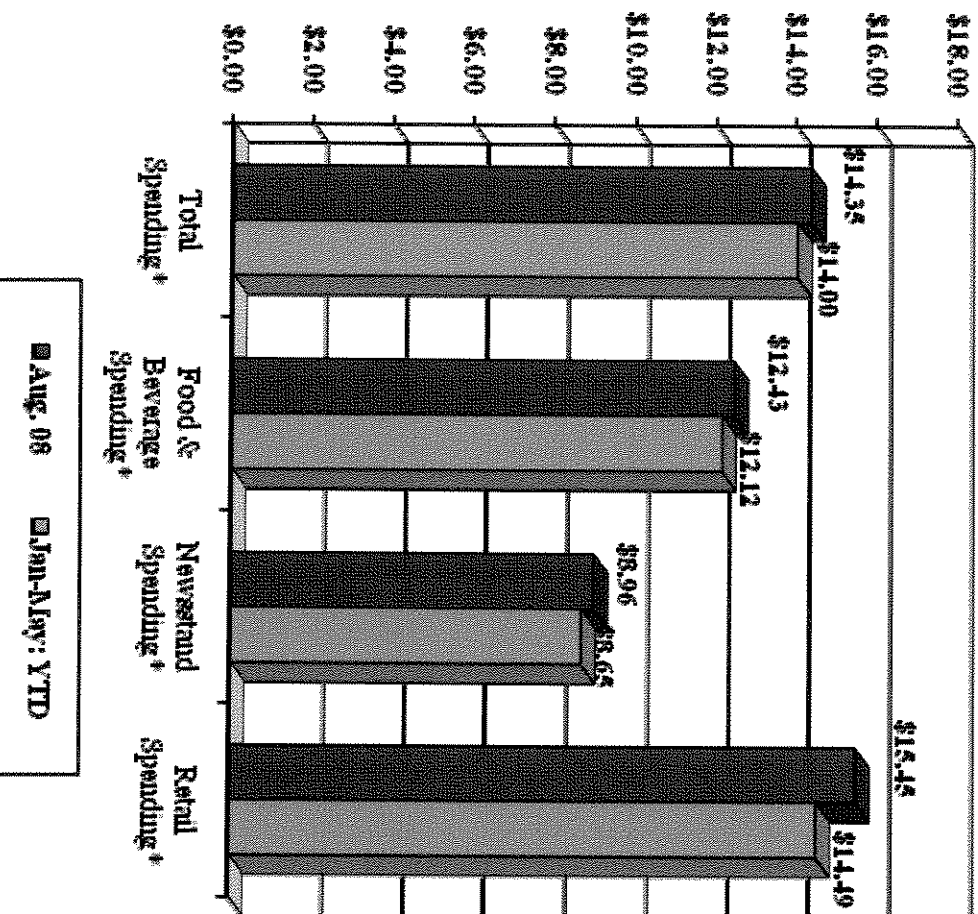
# RETAIL SERVICES: SERVICES



■ Aug. 08  
■ Jan-May YTD

- 'The shops do not offer what I want.'
- 'There are limited items.'
- 'Retail staff friendliness is lacking.'

# SPENDING PROFILE DEPARTING PASSENGERS WHO SPEND



\* Among those spending under \$50.00

- ❖ Capture rates (percentage of travelers who spend) declined.
- ❖ No difference among segments was noted.  
Total capture rate: 77% (down 2% from May)
- ❖ Overall total spending (\$14.35) showed an increase of \$.35 compared to Jan-May overall.
- ❖ Spending rose in all categories.

|                 | From  | To    | +/-   |
|-----------------|-------|-------|-------|
| Food & Beverage | 12.12 | 12.43 | +0.31 |
| Newsstand       | 8.65  | 8.96  | +0.31 |
| Retail          | 14.49 | 15.45 | +0.96 |

# TERMINAL FACILITIES BY CONCOURSE RANKINGS

|                                    | A | B | C | D | E | T |
|------------------------------------|---|---|---|---|---|---|
| <b>Terminal Facilities Overall</b> | 2 | 3 | 5 | 6 | 4 | 1 |
| Feeling Safe in Concourse          | 4 | 3 | 5 | 6 | 2 | 1 |
| Courtesy of Information Staff      | 3 | 2 | 6 | 5 | 4 | 1 |
| Signs/Direction in Concourse       | 4 | 3 | 5 | 6 | 2 | 1 |
| Cleanliness of Concourse           | 3 | 4 | 6 | 5 | 2 | 1 |
| Access to Flight Information       | 1 | 5 | 3 | 6 | 4 | 2 |
| Restroom Wait Times                | 4 | 3 | 6 | 5 | 2 | 1 |
| Condition of Concourse             | 5 | 4 | 3 | 6 | 2 | 1 |

‘1’ = Highest Rank

‘6’ = Lowest Rank

# TRAVELLING MAINLY FOR ...

| <b>Total Travelers</b>  | <b>Aug 08</b>               | <b>Jan-May: YTD</b>         |
|---|-----------------------------|-----------------------------|
| Business  | 25%                         | 37%                         |
| Leisure   | 75%                         | 63%                         |
| Attending a Convention<br><i>(of business travelers who answered)</i> | 5% of business<br>travelers | 9% of business<br>travelers |
| O&D   | 32%                         | 30%                         |
| Connecting  | 68%                         | 70%                         |
| Domestic  | 73%                         | 76%                         |
| International   | 27%                         | 24%                         |

TRANSMITTAL FORM FOR LEGISLATION

TO: MAYOR'S OFFICE

ATTN: GREG PRIDGEON

Dept.'s Legislative Liaison: Anita Williams

Contact Number: 404-530-6600

Originating Department: Aviation

Committee(s) of Purview: Transportation

Chief of Staff Deadline: 5/12/09

Anticipated Committee Meeting Date(s): 5/27/09

Anticipated Full Council Date: 6/01/09

Commissioner Signature: Mandi

Chief Procurement Officer Signature: Gordon Smith

**CAPTION**

**A RESOLUTION AUTHORIZING THE MAYOR TO EXECUTE RENEWAL AGREEMENT NO. 2 WITH AIRPORT INTERVIEWING AND RESEARCH, INC., FOR FC-6005007943, PASSENGER TERMINAL SURVEY CONSULTANT, IN AN AMOUNT NOT TO EXCEED \$390,000; ALL CONTRACTED WORK SHALL BE CHARGED TO AND PAID TO FUND ACCOUNT AND CENTER NUMBER 5501 (AIRPORT REVENUE FUND) 5212001 (CONSULTANTS PROFESSIONAL SERVICES) 180405 (MARKETING AND BUSINESS DEVELOPMENT).**

FINANCIAL IMPACT (if any) \$390,000

Mayor's Staff Only

Received by CPO: \_\_\_\_\_ (date) Received by LC from CPO: \_\_\_\_\_ (date)

Received by Mayor's Office: 5/12/09 (date) Reviewed by: [Signature] (date)

Submitted to Council: \_\_\_\_\_ (date)